# *New York Metro Region Promotion Assessment Report*

***May*** ***Promotion : Winston 70-2pks*** ***New York Metro***

## Direct Account Level Issues

Packing: Sleeves were a little tight but not bad

Billing: OK

Excecutional Time Frames: OK

Reporting Issues: OK

VAP Payments: OK

## Retail Level Issues:

POS / PDI Impact: Retailer placement of POS was better, but not good.

Packaging / Sleeve Impact: Large sleeves provided excellent retail exposure

Consumer Reaction:

Retail Sell Through: In most calls sold through within two weeks. Often broken apart and sold as .35 off single pack.

Retailer Issues:

Additional Comments: Tear tape should communicate cents off vs. "promotional offer"

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Source: https://www.industrydocuments.ucsf.edu/docs/fzpn0000